

PROGRAM SPOTLIGHT

Liberty Power Uses Incentive Program to Build Lifetime Value and Customer Loyalty



Company Overview

Liberty Power has grown to be the largest independent retail electricity provider in the United States in just over 10 years. The minority-owned company owner takes pride in growing its business by creating long term value for the customers and communicating in today's digital formats.

Headquartered in Fort Lauderdale, Florida, Liberty Power serves hundreds of thousands of accounts in 14 states, providing low-cost electricity and exceptional customer service to its customers.

Marketing Objectives

Liberty Power recognizes the fierce competition in the marketplace and would like to set itself apart from their competitors by leveraging consistent, value-added communications to promote loyalty through branding as well as increase customer loyalty. They have identified three primary objectives:

- Provide value-added incentive to improve Sales
- Differentiate through Technology & Innovation
- Provide exceptional customer Lifecycle Experience to improve long-term loyalty.

Liberty Power partnered with Entertainment® Corporate Marketing Solutions (CMS) to launch a savings program supported by a multi-facet marketing campaign that included email, social media, direct mail, and website communication.

Our Solution

Our team worked with Liberty Power to customize a product mix targeting customers who are nearing the end of their contract terms. The program consists of Direct Mail and access to online savings via our SaversGuide®.

Select customers received a high-value, branded coupon booklet featuring regional and national savings offers geo-coded to each customer's zip code. The booklet explains the benefits and features of the Liberty Power savings program and guided recipients to set up an online SaversGuide® account for additional savings opportunities with a personal access code printed inside the booklet.

Liberty Power feels that providing innovative, engaging, added-value savings over time through consistent communications improve the customer relationship and differentiate them from competitors.

